

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>Applicant:</b>	White	<b>Conf. No.:</b>	4391
<b>Serial No.:</b>	10/688,006	<b>Art Unit:</b>	3625
<b>Filing Date:</b>	10/17/2003	<b>Examiner:</b>	Levine, Adam L.
<b>Title:</b>	METHOD, SYSTEM AND PROGRAM PRODUCT FOR MANAGING ITEMS AVAILABLE FOR ELECTRONIC PURCHASE	<b>Docket No.:</b>	END920030046US1 (IBME-0087)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

**I. INTRODUCTORY COMMENTS:**

This paper is being filed in response to the Office Action dated 06/17/2010. Please amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.